

# Kamran Razmdoost

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## ***Current Position***

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### **PhD/MRes Researcher - Cranfield School of Management**

(September 2010 - )

*Research:* Investigating the effect of consumer calibration processes on consumer perceived value. The research focuses on the consumers' misperception of their resources engaged in a product or service consumption task and its effect on the perceived emotional and functional value:

- Systematic review of the literature in three domains of management, psychology and human-computer interaction (MRes thesis)
- Ethnographic study on the value of emotion in learning, analysing four PhD students' reflection on their emotional experience in a learning project (the learning and teaching module research project)
- In-depth interview of laptop users with the focus on their perceived experience
- Qualitative data analysis (open coding of the data) using NVivo 9 software package
- Quantitative data analysis of two research projects using SPSS and Amos Software Packages
- Supervising MSc students' thesis
- Teaching marketing and consumer behaviour
- Reviewer of the Society for Consumer Psychology 2012 conference: reviewing one competitive paper
- Reviewer of the European Marketing Academy 2012 conference: reviewing four competitive papers

## ***Education***

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**PhD in Management**, Cranfield School of Management, 2011-

**MRes in Management Research**, Cranfield School of Management, 2010-2011 (The best student)

**MSc in Strategic Marketing**, Cranfield School of Management, 2009-2010

**MBA**, Sharif University of Technology, Tehran, Iran, 2005-2007

**BSc in Mechanical Engineering**, K. N. Toosi University of Technology, Tehran, Iran, 1997-2002

## ***Awards***

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- Course director's prize for the best overall performance on the MRes program, Cranfield School of Management, 2011
- Full scholarship, MRes/PhD in Management, Cranfield School of Management, 2010-2014
- Third student of MBA program in winter semester, Sharif University of Technology, 2007

## ***Publications and Presentations***

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- The effect of consumer calibration processes on consumer value: A systematic literature review, 41<sup>st</sup> EMAC Conference, Lisbon, 2012
- The effect of consumer calibration processes on consumer perceived value, 25<sup>th</sup> EMAC Doctoral Colloquium, Lisbon, 2012
- The effect of consumer calibration on consumer value: Conceptualisation and philosophical implications, 20th EDAMBA summer academy, France, 2011
- Developing a model for purchasing and supply system transformation: Benefiting from organizational change theories in purchasing development models, 14th International manufacturing symposium, University of Cambridge, 2009
- Crisis management information infrastructure, Ravesh Journal, No. 99, February/March 2006 (in Persian)

## ***Business Experience***

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### **Consumer Insight Consultant – Flubit Limited - UK**

(April 2012 - )

- Formulating customer relationship management and marketing strategies through consumer insight analysis. **Activities:** Reviewing existing strategies, analysing real time consumer data using SAS software package, testing existing strategies, proposing new strategies, market segmentation through cluster analysis, trend analysis

### **Project Risk Management Leader - Namvaran Consulting Engineers - Iran**

(June 2002 - September 2007) and (September 2008 - September 2009)

- Leading risk management process of main projects of the company through identifying, assessing, responding and controlling risks. **Activities:** Reviewing documents, interviewing experts, analysing the qualitative data, analyzing the quantitative data (previous projects' statistics), conducting risk management meetings, preparing and presenting the risk management report
- Assessing management control system and developing improvement strategies. **Activities:** Interviewing experts, reviewing documents, auditing quality management system of the organization, conducting a survey, analysing qualitative and quantitative data, preparing the management control system report

### **Management Senior Specialist - Bakhtar Petrochemical Company - Iran**

(October 2007 - September 2008)

- Defining and leading subsidiaries' management improvement projects. **Activities:** Auditing management systems, interviewing top managers, analyzing the current and desire situation, preparing and presenting the results

## ***Referees***

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**Dr Abdolhamid Modares**, Assistant professor of management, Sharif University of Technology, Tel: 66022756, email: modares@sharif.ac.ir

**Dr Radu Dimitriu**, Lecturer in strategic marketing, Cranfield School of Management, Tel: +441234751122 (ext. 2198), email: radu.dimitriu@cranfield.ac.uk